

# *Opinion on the broadcasting and hosting business*

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**Abstract:** On the basis of the courses such as "Broadcasting and Host Voice" and "Foundation of Broadcasting and Host Creation", the course of "Broadcasting and hosting Business" (hereinafter referred to as "Business") is the integration and advancement of the previous basic stage of learning, and also the consolidation of the previous learning achievements and the effective correction and improvement of professional deficiencies. The class is divided into two sections which is the news broadcast and the program host. From these two dimensions, this paper will discuss in detail the enlightenment in theoretical cognition, practical methods and personal learning experience.

## 1. Introduction

As far as Lu Dingyi's definition of news is concerned, "news is the report of the facts that happen nearby".[1] When we mention news broadcasting, we usually refer to news broadcasting. "Broadcasting" is the most unique, distinct and self-contained language pattern of announcer and host in the communication of all kinds of programs. Professor Zhang Song of the Communication University of China summed up the language characteristics of the broadcast as followed: articulate but with no sound of breath, touching but with objective description, steady tone and proper use of language, bright rhythm and fluent language".[2]

## 2. Stage 1: News broadcast

This is also the goal we need to achieve through continuous learning. Generally speaking, the language characteristics of news broadcasting are mainly: accurate and clear, simple language, concise and lively, smooth and fluent. On the basis of mastering these necessary theoretical knowledge, the training of news broadcast can have a more clear mind and goals.

The premise of broadcasting news is to understand the manuscript and the background of the news, which needs to take into account the broad and narrow sense of test preparation. First, it is necessary to familiar with the manuscript so as to understand the news, and then see through the news by researching its background. Finally, experience was gained and new points may be grasp from the conclusion. These are the preparations that need to be done before the broadcast. In the learning process at this stage, I also have my own understanding and specific methods for the preparation. First, analyzing the level and structure of the news, and then clarifying the places where the words should be stopped and grouped based on characteristics of the news broadcast language. Finally,

understanding the content of the news in depth and clarifying the definitions of nouns such as name of places, people and details of the events that involved in the news.

When the spare draft is finished, it has officially entered the broadcast stage. The course training of news broadcasting is also step by step. We first practice relatively short news items, and then enter a fast broadcast stage as enhancing the familiarity of the manuscript is the basic ability. After that, we practiced the combination of "anchor broadcast", which helped us to find a better relaxed state. Finally, we had a synthetic news program series training.

At the beginning, I had a big problem with my voice and state. At the beginning, I had a lot of problems with my voice and state. There is a bad habit of pressing the throat, lack of sound color, not active, lack of coherence in the flow of speech, forceful articulation at the back, lack of relaxed sense of movement, etc. When encountering problems, we should not be blind or anxious, and we must solve them step by step. Solve the problem of using the voice first. Through the coherent "u" sound, you can make more virtual sounds, broaden the range, learn the combination of virtual and real, and also enrich the color of the sound. In fact, the voice used in broadcasting is also similar to singing, which will be easier to understand and experience. These exercises have benefited a lot.

The second problem to be solved is the disconnection problem. The specific methods mainly are as followed: first, hold together compactly to solve the word placement; second, practice the strength of the lips and tongue, that is, the voice should be more solid, suitable, and the breath should not be deliberately pursued; third, focus on emotions, which requires solid basic skills first, that is, keep your mouth steady and your heart move; fourth, grasp the two ends of your lips and liberate the middle, and concentrate to the lower line of the philtrum. Pay attention to the concentration of the lips. Use the "U" sound to experience the feeling of concentration and opening of the back cavity to keep a relaxed state.

In the training of comprehensive expression ability of news programs, take a series of news programs as an example. According to the serial list and manuscript prompts, it is vital to identify the content to be broadcast, understand and learn the connection and conversion between manuscripts, and experience the grasp and changes of the tone and rhythm of the overall program. In the process of broadcasting, there must be a sense of communication. In the process of broadcasting, there should be a sense of communication, which involves the technical level of adjustment, language potential and compactness. Moreover, Yin can also enhance the meaning and mobilize the broadcast state, the language potential should also pay attention to long.

In the study of news broadcasting, there is another important point that has to be emphasized, which is to distinguish between facts and opinions. Only after the division is clarified can we further better cultivate our own critical thinking and speculative abilities.

To consolidate the learning results of news broadcasting, it is necessary to use the brain more than the mouth. We must master the method of news broadcasting and understand the meaning of news learning in the process of continuous practice. Regardless of whether you will be engaged in news broadcasting in the future, it is necessary to lay a solid foundation for news broadcasting. News broadcasting is different from reasoning and storytelling. Its nature also determines its characteristics of "speaking with facts and moving people with new ideas"[3], which requires us to have a clear narrative and a strong sense of freshness in the process of creation. On the basis of keeping the theory in mind, only by broadcasting news can we get twice the result with half the effort.

### **3. Stage 2: Program host**

In the teaching stage of the program hosting business, the focus is on training the control and mastery of each program element in the specific hosting scene.

### 3.1 Hosting Training

The first part is to explain and tell the host training. A host who tells a story is, after all, a storyteller. This module requires us to select the content we are most interested in from the explanatory materials provided by the teaching group (including explanatory notes and storytelling, etc.), search for richer relevant content through various channels, and extend, expand, and integrate. When I first started working on this content, my thinking was relatively limited, overly dependent on and constrained by the material, did not escape from the original text, and lacked the breakthrough to deeply understand the story itself. Therefore, the program produced is a bit "uninteresting". It may be due to my previous thinking inertia and bad language habits. I always feel that after a series of statements, I should summarize and express my own opinions through my own critical and emotional words. This is a manifestation of being too self-centered and not objective, and it is not the state that a host should have when speaking to the public. After the teacher gave a demonstration, I also deeply realized that telling a story with facts and details is far more convincing than my own perception, because no matter how many people's subjective feelings are mentioned, the other party may not necessarily resonate with them. At this time, the description of facts and details will make it easier for others to empathize.

### 3.2 Series control field host

The second part is the series control field host. It is necessary to establish the connection between multiple information points, design a vivid and flexible series connection method, control the progress of the program, and make it start and end. To put it simply, it is to connect the stories together, and the connected words that need to connect the past and the future. Facts and details are still to be emphasized. This puts forward higher requirements on the basis of telling a story clearly. Through actual combat training, I personally also summed up several experiences: First, have a clear theme (main line) but do not cover everything. Second, as for content, avoid information barriers, redundant information, clear and concise. Third, rational thinking while emotionally expressing in language. Fourth, pay attention to empathy and the connection between characters and events.

To sum it up, before we make a show, we have to be clear about who we want to say and what we want to say which can impress the others.

### 3.3 Interview program

The third part is the interview program. Design dialogue, obtain information, and guide the progress of the program by yourself. Interview requirements must be cordial and natural, with a strong sense of communication. Who is this interview for? What would you like to say to the interviewer? How to take care of your points of interest and those of your audience at the same time? These are all questions we need to think about. The theme should be clear, not scattered, with small cuts in the general direction. To break the shackles of concepts, those binary oppositions in our concepts, cultivate multiple (coexisting) ways of thinking.

One thing I was deeply impressed by during the training is that it is a good way for the host and the interviewee to talk about content that is both interesting and deeply understandable to each other. Before the interview, it is necessary to have a simple understanding of the interviewer, including media usage habits, hobbies and so on. The content of the interview should focus on the theme, with detailed questions. As the host, if the questions we ask are too broad, the interviewer may answer it without points, and ultimately fail to achieve the propaganda effect of the program. It's important to match what you like, but asking questions is even more critical.

### 3.4 Multi-modal comprehensive hosting training

The fourth part is multi-modal comprehensive hosting training, which broaden our horizons and cultivate us to be multi-skilled. In this part we need to ask ourselves one question: do I really know myself? Only by finding the keywords that suit you and designing an image for yourself can you create your own characteristics in this era of host IP.

There is a breakthrough needed in the multimodal program hosting. Come out of comfort zone and let "I" exist in every communication scene; firmly grasp the four powers: foot power, eyesight, brain power, and writing power; the host's speech and behavior must be powerful; at the same time, the "leading" role of the host must be strengthened; but everything is for the fundamental purpose, which is to be pleasant to hear, to watch and easy to understand.

The expansion of multi-modal hosting capabilities can be summarized as "three heads and six arms, all sides are exquisite". In the current era of media integration, what needs to be integrated is people. In the column "Serving You", Mr. Shen Li deeply revealed the need to keep the audience in mind. A host who is good at discovery, good at thinking, good at expressing, and truly serving in his hands is what is needed at the moment.

We have seen in many TV programs that the host can speak freely, but in fact the "magic weapon" for expressing clearly is to have a "story line". A systematic story structure is formed through the layout of multiple elements; only by constantly discovering things that are different from the normal can unexpected contrasts be formed; in the process of organizing language, one must fully mobilize one's own emotions to reproduce the scene; the language should also be concise.

In practice, the point that bothers me the most is how to make an old content into a new form. In fact, it is basically to constantly find content that is unexpected and different from the norm. This puts forward higher requirements for the host's ability to capture and discover, and to innovate. In the study, the teacher also gave four "golden keys": first, grasp the key figures and dig out the moving parts of the characters; second, know the ins and outs of story line; third, take facts as the ideographic unit to accurately describe what you see and hear; fourth, express the truth of facts in detail, and naturally have rigorous logic. The flexible use of these four keys is the key to our breakthrough.

It is the goal to be a compound host who is eloquent, good at chatting, and has special skills. It is necessary to learn how to dig and refine a single scene, and to control and integrate complex scenes. It is far from enough to understand that the theoretical level is not enough, and it is necessary to skillfully use external means to enrich. Good at finding one's own existence in complex media ecological scenes: natural sound, simultaneous sound, interview (street interview, guest interview connection) can be selected in a variety of forms. The lens is the eyes of the audience, and you need to learn to find the relationship with the lens. In the end, the state of presentation must also be full of changes, solemn and harmonious, can be salty or sweet, not sticking to one's comfort zone, daring to break through and challenge is the key.

### 4. Summary

News broadcasting and program hosting are businesses that we need to master. Through this stage of study, we have a clearer understanding of ourselves and a more specific idea of the future development direction. Consolidate the areas you are good at, and strive for greater progress and breakthroughs. We should pay more attention to the weak aspects. The learning of small classes is targeted, but it is a process of learning from each other. Learning is a spiraling process. When encountering difficulties and setbacks, we will face up to them and learn to settle and summarize after gaining in stages.

In today's era, what is needed is an all-round, knowledgeable and talented host. The host is also a completely independent individual, and there must be differences among individuals. Personality is

the core of the host's charm, and language is an important window for the host to reveal his personality. Correctly grasping the general direction cannot be changed, and adhering to the leadership of the party is the prerequisite for showing individuality. As a media person in the new era, we need to keep in mind our entrustment, tell Chinese stories well, let the world hear the voice of China and better understand China, which is our task and responsibility.

## References

[1] Dingyi Lu, *"Our Basic Views on Journalism"*, 1943

[2] Song Zhang, *"Thoughts on News Communication—Miscellaneous Notes on Language Communication No. 7"*, *Modern Communication*, No. 4, 1998

[3] Song Zhang, *"Chinese Broadcasting"*, Beijing Broadcasting Institute Press, 1994, p. 335